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+
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2004

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2013

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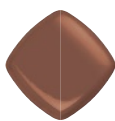
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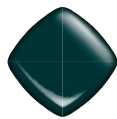
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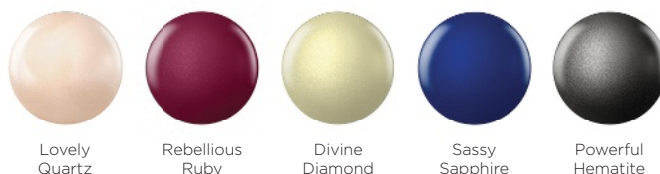
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OCTOBER 2019 / NAILPRO MAGAZINE / VOLUME 29 / NUMBER 10



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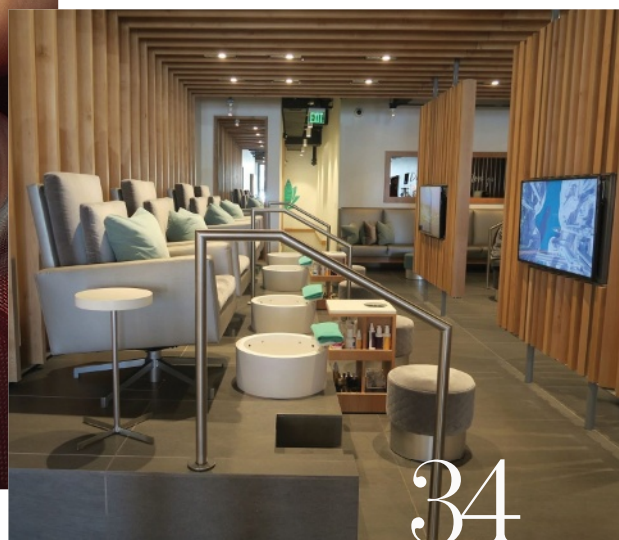
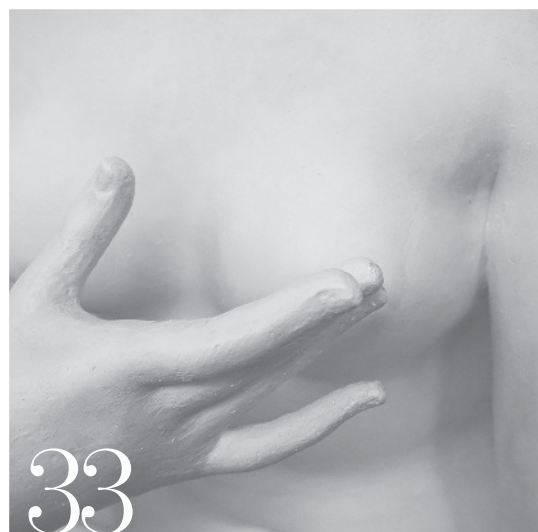
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COVER CREDITS

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1

PROBLEM SOLVER

Working as a nail tech, Kirstin Riley saw countless clients come to her with broken nails as a result of trying to unfasten the latch on car seats. So Riley teamed up with her brother to develop a prototype of a tool that would take the pressure off of nails when opening a car seat, and in 2017, The Car Seat Key was launched. By 2018, the handy contraption was the most trending new baby product not only for women with long nails, but also for those suffering with arthritis and carpal tunnel—and it's a tool I personally use every day! «The Car Seat Key, thecarseatkey.com»



2

CLEAN BEAUTY GURU

After being diagnosed with breast cancer at the age of 36, TV host Giuliana Rancic was determined to find a clean, nontoxic—yet still effective—skincare line. So she launched her own. Fountain of Truth boasts a line of natural skincare products with antiaging benefits, and a percentage of all proceeds go to Fab-U-Wish and The Pink Agenda to conduct research for breast cancer and improve the lives of those suffering from the disease. «Fountain of Truth Youth in Hand Cream, fountainoftruthbeauty.com»

ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY
LAVERY CELEBRATES POWERFUL WOMEN.

Women are powerful simply by nature. We birth babies, run businesses and families. We multitask like champs, and we are compassionate, yet at the same time strong. For these attributes alone, women should be celebrated every day. Still, we've chosen this issue of NAILPRO to appreciate the wonderful women in the nail industry. For example, in "Wonder Women" (page 36), we take a look into the careers of some of the most iconic women in nails, from CND cofounder and style director Jan Arnold to Zoya founder Zoya Reyzi. And in Nailspiration (page 33), artist Devin Strebler creates a beautiful and bold set of tips in recognition of Breast Cancer Awareness Month. Plus, all of the products mentioned below were created by innovative women in the beauty industry. So, for all of you ladies out there, if you haven't given

slavery@creativeage.com
Stephanie Yaggy Lavery
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yourself a good pat on the back lately, now's a good time to do that—because you *are* powerful and amazing.



3

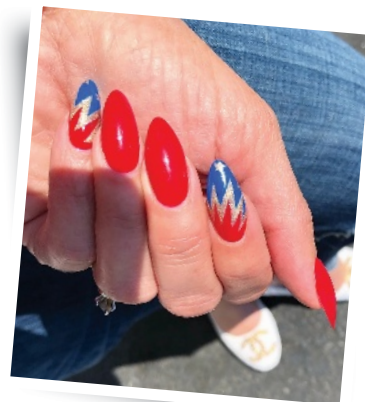
CARING ARTIST

Los Angeles-based nail tech Merna Zendejas has always been dedicated to caring for her clients' skin as well as their nails. Three years ago she started researching ingredients in cuticle oils, and soon was bottling her own, gifting them to clients. When they clamored for more, she knew she was onto something. Now Zendejas is watching her business grow with the addition of cuticle pens, an exfoliating body scrub and more natural- and organic-based skincare products to come. «Siicc Glam Cuticle Oil Pen, siiccgam.com»

4

COMPETITION LEADERS

Andrea Seeun Park (center), editor in chief of Korean nail magazine *Nailholic*, was passionate about bringing global nail competitions to the talented pros in Asia. So she reached out to NAILPRO Competition Director Jewell Cunningham (left), and together the two established a partnership. The first NAILPRO Asia Korea was held during InterCharm Beauty Expo Korea in September and was met with amazing success. What's more, NAILPRO Competitions is launching its first annual NAILPRO World Cup. The three-day event will be held during ISSE in Long Beach in January 2020. Get more info here: «NAILPRO World Cup, nailproevents.com/competitions»



5

MY MANICURE

As much as I love nail art, there's something equally striking about a flawless set of red nails. It's classic and bold and statement-making all at the same time. Of course, it's difficult for me to have *just* color on my nails, so brilliant nail artist Yvett Garcia (@yvett_g) hand-painted a bit of flair that had me channeling Wonder Woman! For more on red nails: «How To Wear Red," page 40»



6

WELLNESS TRAILBLAZER

Founded by beauty industry executive Lindsay Solomon, HempBeauty specializes in CBD-enhanced beauty products that boast therapeutic benefits. The newest launch from the women-run company is a blend of high-quality natural oils designed to help you find relaxation in this fast-paced world. «HempBeauty Just Chill Body Oil, hempbeautypro.com»

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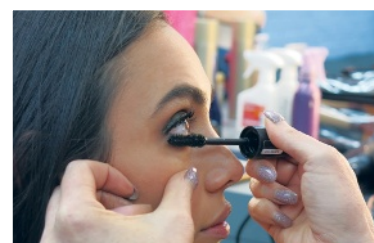
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THE POWER OF RED

Perhaps the strongest color in the spectrum is red—a natural fit for the nails gracing the cover of our “Power Women” issue. So when nail artist Naoko Saita arrived on set, we had a glorious time choosing just the right shade. We wanted something classic and creamy, not glittery or metallic, for the extended almond gel extensions and settled on a beautiful candy apple crimson. Then Saita added some artistic interest with a few hints of negative space peppered with iridescent Mylar flakes and glittering sugar. To separate the distinctive sections and add a touch of glam, she added a curvy line of metallic gold art gel. This bold set takes the classic red manicure to the next level, reminding us that red tips are *never* boring.



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TIPOFF

BUSINESS | TRENDS | NEWS | PRODUCTS
BY LOTUS ABRAMS



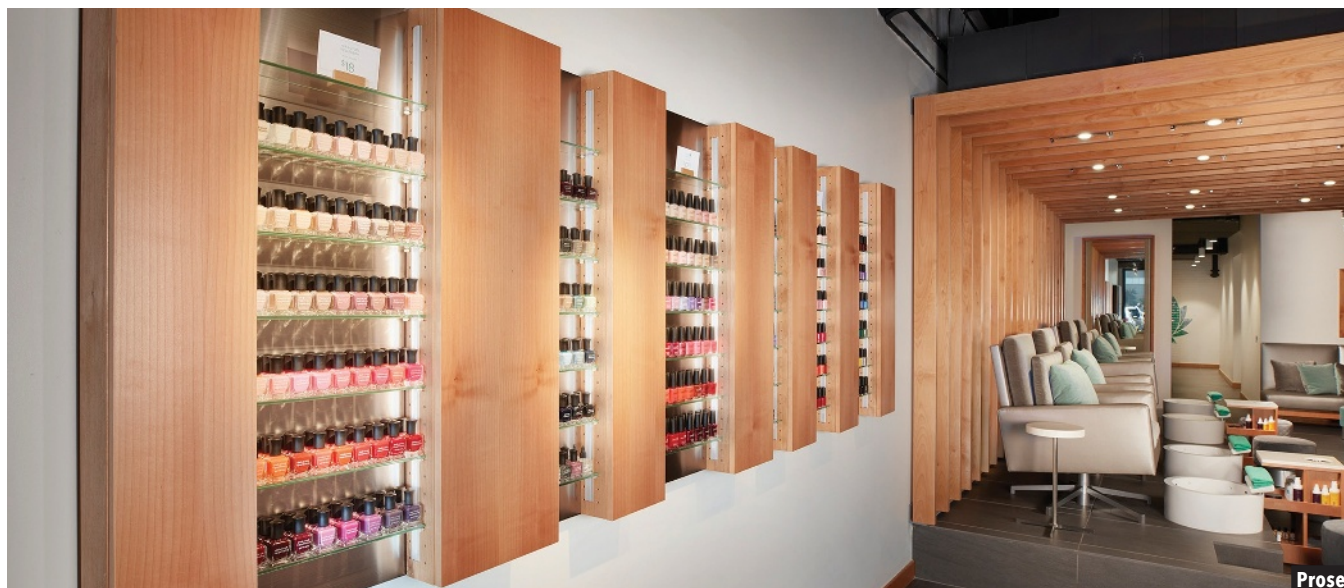
Paloma

DESIGN

PICK YOUR POLISH

After checking in at the front desk, the polish rack is probably your clients' first destination when they visit your salon, so why make it an afterthought when designing your space? A tidy, well-organized polish rack makes it easy for clients to find the colors they want and sets the tone for the services to come. Two of the most important aspects to consider when designing a polish display? Location and lighting, says Maryam Naderi, founder of Paloma, a nail salon with two locations in Houston and the winner of an AIA Houston Design Award. "We wanted [the polish display] to be a focal point and not by the front door where so many people are coming in and out," she says. "We put it against its own wall and made sure it had proper lighting. You want [good] lighting so that clients can test polishes and have a realistic view of the color on their nails and against their skin—not too bright, not too dark. We also prefer to have our polishes away from direct sunlight because that can affect the color of the polish over time." To keep bottles organized, Paloma arranges polishes first by brand and then by color—warmer shades and cooler tones together. >>>

TIP OFF



Prose



Lacquer Salon



Paintbucket



Dime Nails

When designing the polish display for Painbucket in Brooklyn, New York, founder and CEO Kristin Pulaski wanted to make it easy for clients to see how different colors would look against their skin tones without having to open up each polish bottle to test it out. "We came up with the idea of creating paint chips to go along with our 'paint shop' theme and used inspiration from our logo to create wooden chips," says Pulaski. "Then, we created stencils that were placed on each paint chip, and our talented nail artists painted each and every paint chip that's on our wall today. Each paint chip can be taken off of the wall and then put back on easily once a client decides which color she likes best. It was definitely a big project at first, but it's something that both our staff and customers love." On the shelves, Paintbucket displays higher-end polishes from brands like Smith & Cult, Dior, Nars, Marc

Jacobs, Deborah Lippmann and Burberry. Looking for some design inspiration for your own salon? Check out these creative polish displays.



◀ Côte in Los Angeles, CA, displays its namesake line of polishes in a stand-alone tower that can be accessed from all sides.

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TIP OFF

DAILY INSPO

Morgan Dixon

@madnails

New Orleans-based M.A.D. Nails salon founder Morgan Dixon started doing nails as a means to support herself during college, but her love for creating mini masterpieces soon had her hooked. Now the talented pro works with high-profile clients including Solange Knowles, Niecy Nash, Janelle Monae, Issa Rae and Faith Hill, and she's been featured in such notable media outlets as *The New York Times*, *Nylon*, *Teen Vogue* and CBS. Dixon also serves as the key set nail stylist for the hit TNT show "Claws," in which the cast's nails play a starring role, to say the least. How does she dream up her coveted nail art creations? "Old world textiles, tiles, picture frames, garments, interior design—it may sound weird but inspiration is everywhere," Dixon enthuses. Here, we take a look at her top five sources of inspiration.



1. Travel "Mexico City, old and new Florida, the Palace of Versailles, The Vatican and New Orleans have really inspired me. From markets to the way food is presented to clothing choices, you have to see the beauty of it all for yourself. I'm inspired by seeing different cultures and the way they play with things; it can help bring new nail looks and art possibilities to life."

2. Texture "I love playing with movement and texture: velvet, silk, charms, shells, glitter—layers of mediums for deeper dimension."

3. A Good Playlist "The blues, Sade, Amy Winehouse, Sam Cooke, The Isley Brothers, Donny Hathaway, Lil Boosie, Drake, Doomsday, the Fugees, Johnny Cash and other random playlists are my secret weapon to get in the zone and create some of my most eye-catching sets."

4. The Secret Lives of Color "I'm someone who likes to say color rules everything around me, but at times we forget to play with new ones. I'm currently reading a book called *The Secret Lives of Color* (Penguin books, 2017) by Kassia St. Clair to open my eyes and mind to what new colors I can play with."

5. 1970s and '80s Nails "I love the boldness of the long, square nails with beautiful pops of color worn by women and celebrities like Donna Summer, Cher and Barbara Streisand during the '70s and '80s."

TIP OFF

FILM

DO THE HUSTLE

In *Hustlers*, Jennifer Lopez and a band of savvy strippers concoct a scam to rob their wealthy Wall Street customers. Helping Lopez get into character: her flawless nails, courtesy of celebrity manicurist Elle. In keeping with the film's 1990s-era hair and makeup styling, Elle created a squared-off hard

gel nail for Lopez and applied Akzéntz Luxio gel polish in Delicate. The film's expedited production schedule (it was shot in 22 days straight!) necessitated a simple look that was quick to apply and easy to maintain. "The time that Jennifer wants to sit in hair and makeup is limited, so it's really more about being precise and getting it right the first time," says Elle. "You have to work fast and accurately."



LAUNCH

Mix Master

Hollywood manicurist Nettie Davis has launched Pottle (pottle.co), a hybrid bottle-pot with a near endless number of uses: mix and store custom nail polish hues, make gels from nail polish with gel convertor, or add pigments and glitter to polish and gel. Available in black and white, the four-piece Pottle includes a tall chrome cap with applicator brush, rose gold midi-cap, light-blocking weighted-glass base that holds 20 milliliters of product, two copper mixing marbles and a 4-inch glass crystal wand for mixing. Another benefit: Pottle can be used to store products like liquid latex or hard gel purchased in bulk. "[My hope is that] the spread of Pottle will push more beauty companies to offer bulk options," says Davis. "This product will reduce the number of old used nail polish bottles and beauty containers on the planet."



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TIP OFF

GIVING BACK

Making Good

Beauty Bus Foundation, a nonprofit organization that provides in-home beauty services like haircuts, nails and makeup to individuals suffering from a number of debilitating conditions, is marking its 10th anniversary this year. To celebrate, on July 16 Beauty Bus recently delivered 100 Acts of Beauty (139 free beauty services in all!) to seriously ill patients and caregivers across the Los Angeles area. Interested in volunteering with Beauty Bus? Visit beautybus.org/volunteer.



GIVING BACK

POWER PINKS

To show their support for Breast Cancer Awareness Month, Ugly Duckling Nails (uglyducklingnails.com) is offering a limited-edition collection of six of its most in-demand pink gel polish shades. The company is donating 10 percent of all proceeds to the Canadian Cancer Society for breast cancer research, and all purchasers will receive a free crystal heart pin as token of appreciation.

COURTESY OF BEAUTY BUS; ARMANDO SANCHEZ



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NIGHTS IN
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#251 Angelic Statue

#252 Starlit Cobblestone

#253 Antique Granite

#254 Mauve Regalia

#255 Knight's Armour

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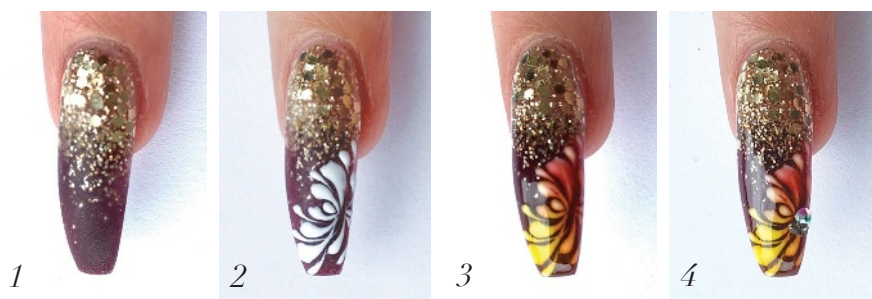
HOW-TO

FLOWER POWER

Floral designs needn't be relegated solely to spring and summer! LeChat puts a little spring in our fall step with these floral tips.

Dazzling Daisy

- 1 Apply LeChat Perfect Match Dip Powder in Maroonscape from the center of the nail down to the free edge. Then, apply Queen of Drums from the base to just past the center of the nail, blending it toward the free edge.
- 2 Paint a daisy design with Perfect Match Gel Polish in Flawless White; cure.
- 3 Apply Perfect Match Perception Translucent Gel Polish in yellow Happy Dance, red Hey Ruby and orange Such a Cutie over the white flower to create an ombré effect. Cure for 30 seconds.
- 4 Apply Mirano Gel Top Sealer and cure the nail for 1 minute. Affix a crystal to the nail at the center of the flower.



Falling for Florals

- 1 Apply one coat of Perfect Match Dip Powder in Clear.
- 2 Apply one coat of Perfect Match Dip Powder in Flawless White.
- 3 Create an ombré effect using LeChat Perfect Match Dip Powder in Lemon Drop and Maroonscape. Top with Halo Effx Gold Flakes. Apply Perfect Match Color Base Coat, and then cure for 30 seconds.
- 4 Paint a floral design with Perfect Match Gel Polish in Flawless White and Black Velvet. Apply Mirano Gel Top Sealer, and cure for 1 minute.



TIP OFF



READ

GET THE SCOOP ON CBD!

If you haven't noticed, Cannabidiol (CBD), a nonpsychoactive cannabinoid compound derived from the cannabis plant, is turning up *everywhere* in the beauty industry these days. From in-demand professional treatments to retail

products that are flying off the shelves, CBD is the key ingredient in a slew of hot new launches, including massage lotions, cuticle oils, facial and body treatments, cosmetics and hair products, as a means to relieve pain, reduce inflammation, treat skin conditions like acne and even fight signs of aging.

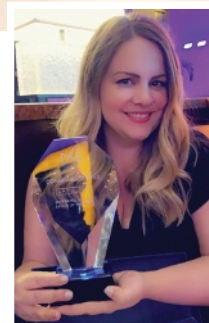
Creative Age, publisher of pro beauty publications including NAILPRO, *Beauty Launchpad* and *Dayspa*, is offering a free ebook to inform salons, spas and beauty professionals about how to take advantage of this booming consumer trend. The ebook provides all of the information you need to educate your clients about CBD's benefits and product formulation, an up-to-date report on legal developments, examples of how salons and spas are incorporating CBD into their services and retail offerings, and a curated guide to the latest CBD-infused products. To download your free copy, visit nailpro.com/using-CBD-salon-spa.

COURTESY OF FAMOUS NAMES

NEWS

LACQUER Wins Famous Names Salon of the Year

Famous Names recently recognized Austin, Texas-based Lacquer as the company's first Famous Names Salon of the Year. Founded in 2015 by Carla Hatler, Lacquer is a natural nail studio and Certified Safe Salon with two locations in Austin. Famous Names, makers of industry staple products including IBX, IBX Boost, Dadi' Oil and Luxury Dadi' Lotion, was founded in 2010 by Linda and Jim Nordstrom. "Famous Names is super proud of Carla and Lacquer to be our first ever Salon of the Year," says Linda. "Carla is an inspiration for all of us. She understands that in the salon our customers come first, and she only gives them the best. What's even better is that she also understands that her staff is the key to her success. She provides them what they need to be successful: good products and education!"



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TIP OFF



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relaxnwax.com



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Refillable Roll-On
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Caronlab
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PRODUCTS

WAX ON, WAX OFF

Hair removal services and nails have always seemed to go hand in hand, and as nails have become more luxe, so too should waxing. The key to top-tier waxing services? Making it a priority to ease clients' anxiety, minimize discomfort and provide thorough aftercare instructions. When clients come into Yakima, Washington-based Bare Bliss for hair removal, the first thing owner and master esthetician Trisha Williams does is engage them in conversation. "Whether it's a how's-the-weather type of chat with someone new, or something much deeper or more important with a regular, it keeps them preoccupied while I'm performing the service—and we're done before they know it," she says, adding that using a gentle wax that sticks only to the hair is paramount to minimizing discomfort.

Another way to ensure service success: recommending the right aftercare products. "All of our retail essentially complements the wax used during the service," says Agnes Gilson, owner and operator of The Wax Academy Wax Supply and Waxing With Aggy in Silver Spring, Maryland. "After each session, we discuss best practices and recommend products based on the client's past experiences, skin type and desired results." According to Summer Vasillas, cofounder and director of training and education for Waxing the City, which has multiple locations across the United States, the right time to have that conversation is *before* the client leaves the treatment room. "Clients don't want others in the waiting area to know if they have ingrown hairs and need to use an inhibitor two times a week," she says. "Timing is key because guests shouldn't leave feeling embarrassed." Here, some essential professional and retail waxing products to boost your waxing biz.

TIP OFF

GIVING BACK

Helping Hand

Delane Sims, owner of Delane's Natural Nail Care (DNNC) salon in San Leandro, California, understands firsthand what it feels like to be a single mother struggling to attain financial security while raising happy, healthy children. It was Sims' own experience in single parenthood that led her to launch DNNC Steps to Success, a nonprofit organization that trains single mothers to become accomplished nail technicians and attain financial independence. "Anytime I saw a single mother who might be struggling like I did, I immediately tried to figure out a way to help," says Sims. "I could only do so much by myself to affect the change I wanted to see in many other women's lives, so starting a nonprofit to help other [single] parents was a no-brainer."

Launched in 2000 and formally established in 2016, DNNC Steps to Success aims to accomplish its mission of "changing women's lives, one manicure at a time" through a one-year program that provides participants with a scholarship to attend nail school and on-the-job training at Sims' salon. To give single mothers the best chance to succeed, the program also offers resources such as workshops in financial literacy, etiquette, cooking and parenting; transportation and housing assistance; stipends; and optional advanced training in medical manicures and pedicures from a podiatrist. Once they've completed the program, participants receive a certificate, letter of recommendation



DNNC Steps to Success founder Delane Sims (right) with longtime sponsors Linda and Jim Nordstrom, cofounders of Famous Names.



Sims (right) with Myeshia Jefferson, a graduate of DNNC Steps to Success who now serves as the organization's assistant executive director.

from DNNC and assistance with starting their own businesses. "We hope to provide a foundation of wellness to build upon for life and business success," says Sims. Program sponsors, including Famous Names, Belava, Cuccio, Booksy and Merrill Lynch, provide additional support ranging from professional products to financial training seminars. DNNC Steps to Success also hosts an annual gala to raise funds and celebrate the program participants' achievements.

"Through mentorship and the conversion of mentees to mentors, I've had the privilege of assisting more than 300 single mothers," says Sims. "Helping single mothers, seeing them grow personally and professionally and changing the trajectory of their children's lives truly moves my heart and soul." To learn more, get involved or purchase tickets for the DNNC Steps to Success Gala on October 24, visit dnncstepstosuccess.com.

JOIN THE REVELUTION!
OUTLASTS GEL. STRONG AS ACRYLIC.

The advertisement for Revel Nail features a collage of images. At the top, the text "JOIN THE REVELUTION!" is written in a large, bold, sans-serif font, with "REVELUTION!" in red. Below it, the phrase "OUTLASTS GEL. STRONG AS ACRYLIC." is written in a smaller, black, sans-serif font. The central image is a collage of several diamond-shaped photos. These include: a close-up of a hand with a manicure; a collection of Revel Nail polish bottles in various colors (pink, purple, red, teal); a close-up of a hand holding a bottle of Revel Nail polish; a close-up of a hand with a manicure; a close-up of a hand holding a bottle of Revel Nail polish; and a close-up of a hand with a manicure. The Revel Nail logo, a stylized 'r' inside a circle, is prominently displayed in the bottom right corner of the collage. Below the collage, the website address www.revelnail.com is written in a large, bold, sans-serif font. To the right of the website address are social media icons for Instagram, Facebook, YouTube, Twitter, Pinterest, and Snapchat.

www.revelnail.com

Instagram Facebook YouTube Twitter Pinterest Snapchat

TIP OFF

FILM

Fairytale Tips

This month, Angelina Jolie reprises her villainous Maleficent character in Disney's *Maleficent: Mistress of Evil*, and she looks as wicked as ever—the horns, those chiseled cheekbones, the pale skin and creepy eyes!—thanks to a talented team of beauty, costume and prosthetics pros. Providing the finishing touch: Maleficent's milky white tips, crafted by celebrity nail artist Emi Kudo, who's worked with Jolie for 15 years. "[They're based on a] mix of Angie's naturally elegant nails and Maleficent's intensity," says Kudo of her inspiration. To achieve the natural-looking French manicure, Kudo applied Aprés Gel-X Stiletto tips and then filed them to Jolie's preferred rounded oval shape before coating them with Essie Marshmallow and Mademoiselle. "To make the realistic-looking natural white tips, I mixed Marshmallow and clear base gel in a 20 percent to 80 percent ratio, and tried to make an imperfect smile line," says Kudo. "Angie loved the process and the natural look." Since the film was shot in London, Kudo made custom press-ons and shipped them

to the studio whenever a new set was needed. "Although I didn't work on set at the film studio, I did visit the special effects makeup studio in L.A. to give advice about how to match the nail color to the toenails they were making," says Kudo. "It was lot of fun to see all the special makeup and costumes." **NP**



COURTESY OF INSTAGRAM; COURTESY OF EMI KUDO

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- Air dispenser sticks directly to any liner.
- Works with any pedicure tub without any modifications.
- Customer can interchange between Magna Air and Magna Jet at anytime.

Patent # 10,357,427



Sani-Air Dispenser



Luraco Magna Air



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Uses
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Durability of Gel. Strength of Acrylic. Applies like polish.



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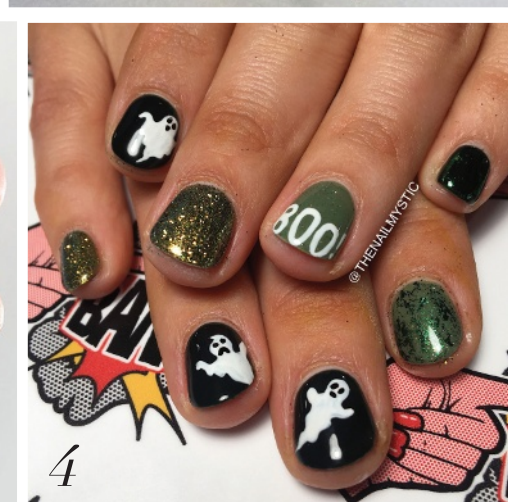
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PORTFOLIO

SUBMIT FOR
OUR NEXT
THEME:
METALLIC!

Say Boo!

Ghouls, goblins and ghosts may be known to roam the streets this time of year, but our readers brewed up some hand-painted trick-or-treat-ready nail art that's sure to impress even the spookiest of Halloween creatures!



- 1 Shearly Sandoval @shearlysandoval 2 Maja Stark @majadoesnails 3 Betina Goldstein @betina_goldstein 4 Ashley Cristobal @thenailmystic
5 Katrina Wrede @katrinamariee 6 Stephanie Waggoner @estefsosa 7 Amanda Leong @_allured 8 Alexis Kumasaka @princesslexiii

If you'd like to submit your own nail art for NAILPRO's Portfolio, look for the next theme by following @nailpromagazine on Instagram. Then, send an email to nailpro@creativeage.com that includes your name and Instagram handle along with your high-resolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

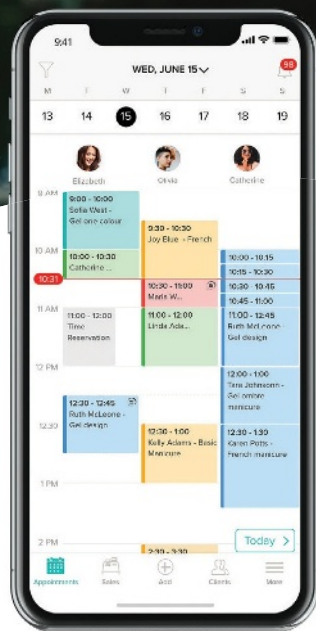
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FREE TRIAL**

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Appointments made easy.





Guest Artist: Asa Bree Sieracki (@asabree) specializes in intricate gel nail art at Finger Bang in Portland, OR.

CAMP Directors

Exaggeration with stylized intention. An acceptance of artifice and the unnatural. Pushing the boundaries of taste into the absurd. For designers with a sense of humor, embracing the campy side of fashion gave the fall 2019 catwalks much-needed levity—especially in a season that tends to feel heavier in tone as well as actual fabric weight. For some designers, a message could be found in the madness. Designer Jeremy Scott took a tongue-in-cheek stab at capitalism with pants printed in generic soft drink advertisements at the Moschino show; for his eponymous line, he screened and stitched tabloid newspaper clippings onto coats, dresses and jumpsuits to reflect society's insatiable desire for gossip. Elsewhere camp seized on its inherent playfulness. Case in point: a sea of squiggly sperm swimming across a sweater at Ashley Williams, or *Frankenstein* and his bride positioned front and center on a silky Prada slip dress. If absurdity clicks with your nail art-loving clients, follow guest artist Asa Bree Sieracki's lead and dupe the silliest take on the trend: sperm! Or, go more subtle if you must; the goal is excess mixed with a side of ridiculousness—but above all, be experimental!



Prada



Ashley Williams



Thom Browne



Moschino



Jeremy Scott



Pretty in Pink

Breast cancer doesn't discriminate—an unfortunate reality that moved Largo, Florida-based nail artist Devin Strebler (@nailzbydev) to create this bold set in order to spread awareness. "Breast cancer doesn't take age, gender, race, ethnicity or a healthy lifestyle into consideration; it attacks all shapes and sizes," she says. "About 85 percent of breast cancers happen in women with no family history of the disease."

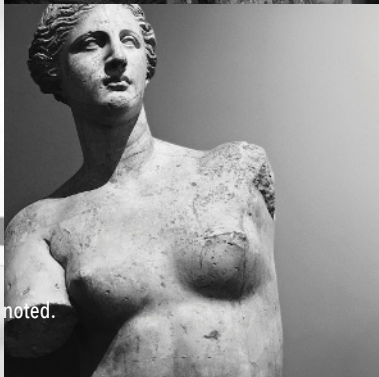


- Step 1** Prep the nail. Apply two coats of light pink gel polish.
- Step 2** Use black art gel and a detail brush to paint two hook shapes. Add details and lines underneath the hooks.
- Step 3** Paint a circle inside each hook using black art gel, and add a smaller circle inside. Finish with matte gel top coat.



- Step 1** Create two large spheres with 3-D gel, and place them on the top third of the nail.
- Step 2** Sculpt two tiny spheres of 3-D gel and place them onto the center of the larger spheres. Sculpt a torso below the spheres.
- Step 3** Paint the bottom half of the spheres and nail with two coats of hot pink gel polish. Paint the top half of the spheres with nude gel polish.
- Step 4** Paint lace details on the corset with black gel paint. Add two coats of pink glitter gel to the remainder of the nail. Finish with matte gel top coat over the body and shiny gel top coat over the glitter.

UNSLASHVICTORIA-STRUOKOVSKAYA, JEAN SABETH, BOGDAN GLUSIK, ADAIVORUKAMUTHAN KONUKITZIKW, DARIA SHEVELEVA, MATTHEW REYES, ARMANDO SANCHEZ



*Cure after every gel application unless otherwise noted.

SAVVY SALON

PROSE

DAVE CRISALLI INTRODUCES NAILPRO TO HIS SLEEK CHAIN OF NATIONWIDE SALONS.

THE LOOK

Located in trendy shopping centers around the country, all five Prose boutique nail salons strive to deliver an elevated convenience and serve clients in easily accessible locations where they live, work and play. We listened to our customers and learned what they were looking for and, as a result, created a sleek, simple interior design reflective of how we want our guests to feel. With 1,800 to 2,000 square feet of space, each salon is thoughtfully designed to elevate the client's experience and provide convenient add-ons like phone plug-ins, purse hooks, customized pedicure chairs and bowls and built-in vents to eliminate odors.

SIGNATURE SERVICES

Founded in 2017, Prose focuses on delivering healthy and beautiful hand and foot experiences for members, guests and the artists who provide them. Based on flexible, affordable memberships, our business model provides elegant, wellness-centric services with on-demand access including a mobile app and online booking options. Our memberships begin at \$40 per month, and members receive benefits like interchangeable manis and pedis, retail discounts, shared friends-and-family services and the ability to rollover unused services. For nonmember guests, we offer manicures starting at \$45 and pedicures at \$55.





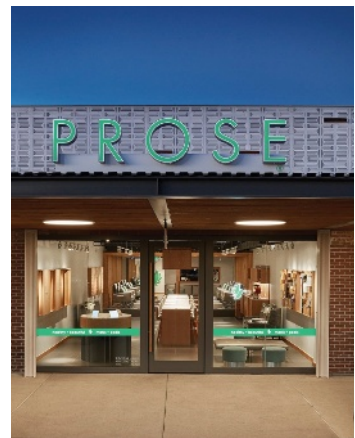
+Details

OWNER: Dave Crisalli

EST.: 2017

STAFF: More than 180 nail pros across all locations. All artists are compensated by a base commission rate, plus incentives for additional performance.

BENEFITS: No-limit commission structure, flexible schedules, clean and safe environments, continued education, health insurance, paid time off, and free manicures and pedicures.



Up Close With Dave Crisalli

What's something only few people know about Prose?

"The name itself is a literary term. Prose is how we think about our hands and feet—they tell a unique story. When you think about it, our hands and feet do so much for us daily; they're quite magical."

What was your first job in the beauty industry?

"Serving Massage Envy for 12 years prior to opening Prose. As president and CEO, I was a part of one of the industry's most compelling growth stories. I'm thrilled to be growing another."

What was the biggest mistake you made when opening Prose?

"I built our first manicure table from scratch and designed it about 8 inches too wide. My nail artists were quick to educate me, so we rebuilt the table and grew from that error."

What's your best advice for new salon owners?

"Everything you aim to accomplish begins and ends with the client-employee experience. Start there, and work backward to design and deliver incredible results. The team you surround yourself with is instrumental as you move forward in your journey. Listen to them, and keep learning and growing."

Where and when can we expect to see the next Prose locations?

"Later this year in Florham Park, New Jersey; Wheaton, Illinois; Roseville, Minnesota; Jacksonville and Orlando, Florida; and Franklin, Tennessee."



Clients can be in and out of Prose in under an hour with our Signature Manicure and Pedicure—our most widely performed service, which features aromatic, effective exfoliants and moisturizers followed by a hot stone massage, nail shaping, cuticle care and nail polish.

THE GOODS

Our product lines reflect our promise of healthy and beautiful services. World-class brands like Deborah Lippmann, CND Vinylux and Shellac and Margaret Dabbs London were chosen based on their quality and healthy formulas, including 7-free polishes. Our retail space focuses on our members and their needs. From there, our educated team suggests a personalized solution for each client from our home-care products.

THE OUTREACH

With a deep focus on family, Prose prioritizes community involvement and actively cultivates relationships with schools and local businesses to build strong community ties. Prose also

combats the mistreatment of nail artists by providing fair compensation, a healthy work environment and an inspiring culture.

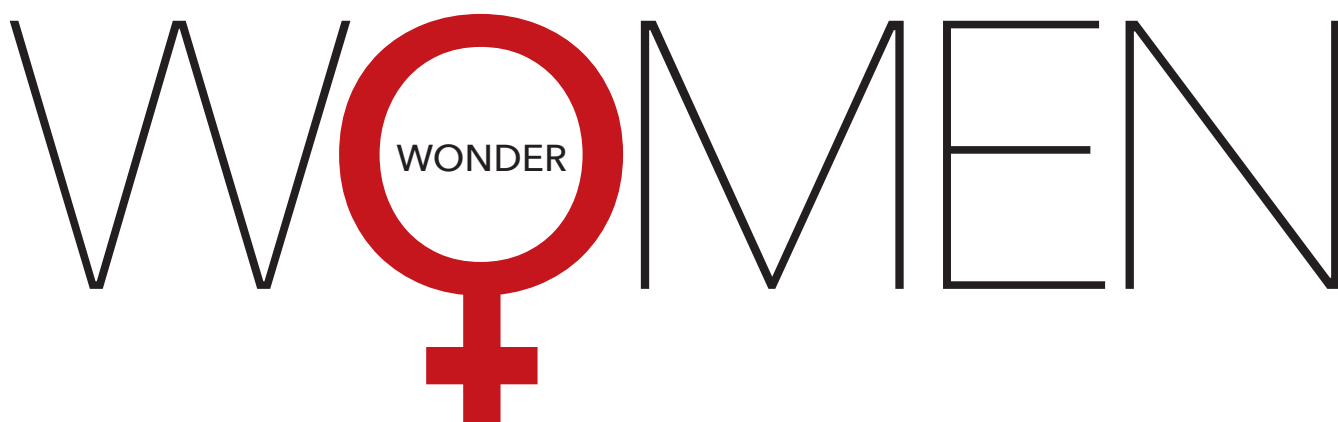
SOCIAL LIFE

We visually engage with clients by posting content on Instagram—which appears to perform best—and Facebook. Our goal is for clients to leave our social pages feeling excited to visit one of our locations. To boost awareness and provide positive content for Prose, we develop influencer campaigns, where we invite select lifestyle influencers to visit one of our locations for a service experience.

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WOMEN



FIVE INDUSTRY
ICONS REFLECT
ON THEIR
LIVES AND
REMARKABLE
CAREERS.

By Francesca Moisin

The world of nails is ever changing. Continuous technological advancements and artistic innovations keep mani masters inspired—and clients craving more. But while celebrating the future, we also look at the past to honor five trailblazers who helped shape our industry and make it shine. How did these icons get their start, and what words of wisdom do they have for the next generation of nail artists? We found out.

JAN ARNOLD

CND Cofounder and Style Director



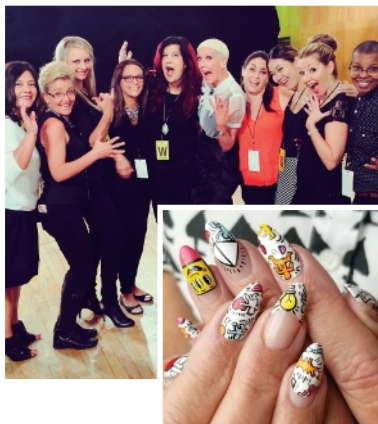
Pivotal Career Moment

"From the 1979 launch of SolarNail sculpting liquid to our 2013 contribution of \$400,000 to the Beauty Changes Lives (BCL) Nail Scholarships, every CND innovation has been a defining moment,

bringing us closer to our ultimate mission of advancing the professional nail industry."

Greatest Professional Challenge "Defending high standards and protocols that protect nail health while striving to further the science behind preventive care. I'm also a proud founding BCL board member who is dedicated to empowering the next generation of beauty pros."

Top Technique "Liquid-and-powder enhancements, which can morph the architecture of a ski-jump nail—like mine!—into a sleek, sexy, elegant canvas."



Readers Will Be Surprised to Learn... "I played violin for more than five years as a kid, was a member of Denver's Youth Symphony Orchestra and even made an album."

Proudest Accomplishment "Celebrating CND's 40th anniversary this year. What started in our family garage with my dad's chemistry lab has become a legacy steeped in science, innovation and creativity, which I'm proud to share."

Secret to Work-Life Balance "To paraphrase Pitbull: Work hard, be wild, have fun and party."

Best Advice for Newbie Techs "Follow the four Ps: Be passionate, professional, polished and principled."

(From left): Backstage with the CND team at New York Fashion Week; one of Jan Arnold's favorite nail looks; Arnold with Vivienne Westwood; and Arnold with Phillipe and David Blond.



All-Time Favorite Product

"CND Shellac changed the world, and my favorite color is Blackpool, the perfect patent leather. To have a career that includes the launch of such a radical breakthrough is quite profound."

LEZLIE MCCONNELL

Light Elegance Sales President



Pivotal Career Moment

"Deciding with my husband, Jim, a chemist, to risk it all and sell Light Elegance products professionally."

I remember our first retail call: A nail pro wanted to pay money to buy a product we'd formulated and packaged. It was exhilarating."

Greatest Professional Challenge "Letting go of control. When you build a company from the ground up, the impulse is to oversee the execution of every detail. Over time, I learned to let others help care for my baby."

Top Technique "Shaping. There are so many fabulous nail forms to choose from these days, but I especially love a clean almond nail."

Readers Will Be Surprised to Learn... "My grandkids call me Goosey."

Proudest Accomplishment

"My kids, Jon and Lexy. The world is perfect when I'm with them."

Secret to Work-Life Balance

"My husband, Jim. He taught me how to let go of work stress and not bring the job home."

Best Advice for Newbie Techs

"Keep learning, and always dress and act like a professional."

All-Time Favorite Product

"Light Elegance ButterCream color gels. They're packed with color and so sexy."



(Clockwise from top left): Leslie McConnell with husband Jim; McConnell with daughter Lexy McClellan; McConnell wearing Light Elegance Sassy Lassie.

SUZI WEISS-FISCHMANN

OPI Cofounder and Author



Pivotal Career

Moment "When I first started in this industry, I wondered if anyone would ever remember my name. Fast-forward to the 1990s, and a magazine editor called me the 'First Lady of

Nails.' That's how I knew I'd left my mark."

Greatest Professional Challenge "Accepting that you can't do it all. As a working mom with a thriving business and two wonderful kids, I had to leave almost everything else—self-care, a social life, sleep—on the back burner."

Proudest Accomplishment

"My two children."

OPI nail art; Suzi Weiss-Fischmann at a book signing for her memoir, *I'm Not Really a Waitress*.

Top Technique "Negative space nail art. In 2019, we saw it used in unique ways, as glitter paired with delicate art or negative space featured on a single nail."

Readers Will Be Surprised to Learn... "I have a wicked sense of humor ... but maybe OPI's lacquer names are a giveaway."

Secret to Work-Life Balance "Be disciplined and organized, and don't be afraid to ask for help. There are only 24 hours in a day. Focus on your strengths, and then collaborate with others whose abilities complement your own."



All-Time Favorite Products

"OPI Avoplex Cuticle Oil, a must-have for flawless manicures, and I'm Not Really a Waitress, my favorite polish color—which, incidentally, was the inspiration for my memoir, *I'm Not Really a Waitress: How One Woman Took Over the Beauty Industry One Color at a Time*."

Best Advice for Newbie Techs "Use service time to focus on retail. Selling products to clients will help them maintain your work at home, keeping them happy and coming back for more."

ZOYA REYZIS

Zoya Founder



Pivotal Career

Moment "From the start, I wanted to change nailcare standards. My husband, Michael, and I went through countless tests and product

experimentations to craft a formula free from harmful chemicals, especially formaldehyde. The moment we landed our hero product was defining, as it helped pioneer the healthy nail movement."

Greatest Professional Challenge "Educating people about the harmful effects of toxins that used to be prevalent in our industry. I've never understood the concept of suffering for beauty."

Top Technique "Treatments that strengthen and heal weak, brittle or damaged nails."

Readers Will Be Surprised to Learn...

"I'm a trained classical pianist. It's taught me discipline and responsibility—lessons I applied when creating my business. It also means I keep my own nails short, healthy and round."

Proudest Accomplishment "The formulas we crafted for our Zoya products."

Secret to Work-Life Balance "Having a supportive spouse and children. The ability to listen, understand and recognize other people's strengths also creates harmony."

Best Advice for Newbie Techs "Read literature, read magazines—every new product requires education. Nothing is simple. But if you badly want something and work hard enough to get it, success will follow."



Early press coverage of Zoya Reyzis and Art of Beauty.



All-Time Favorite Product

"Carmen, our first polish, which is a beautiful, rich red. It was named for the character in literature, because I wanted to honor various incredible women from history and culture."



All-Time Favorite Product "Footlogix Professional Cuticle Softener with Excavator. It penetrates nail folds, allowing for a deep clean."



Katharin von Gavel demonstrates footcare techniques.



KATHARIN VON GAVEL

Footlogix Founder and CEO



Pivotal Career Moment "Early in my company's evolution, when we were working on a tradeshow in Las Vegas, a distributor came into the booth wanting to sell Footlogix in Europe. That's when I realized we'd gained global appeal."

Greatest Professional Challenge "The business world is slowly changing, but when I started it was still predominantly a man's game. Convincing male

bankers, suppliers and fellow business associates that I could be just as successful was my biggest test—and our exponential growth proved their decision to work with a woman entrepreneur was the best choice."

Top Footcare Practice "Using Footlogix Professional Callus Softener and our Professional Stainless-Steel File to debride rough skin via a simple pedicure procedure turns tough heels into baby-soft feet."

Readers Will Be Surprised to Learn... "I love to cook. I've been told I make a fabulous black forest cake."

Proudest Accomplishment "From a humble start in my basement, I took Footlogix to a concept that's recognized and sold in more than 70 countries today."


Secret to Work-Life Balance "As a business leader, I get few 40-hour workweeks, which means it's important to love what I do. Helping other women entrepreneurs grow their companies and careers brings me balance."

Best Advice for Newbie Techs "Never stop learning, no matter how long you've been working. Take as many continuing education courses as possible." **NP**

Francesca Moisin is a New York, NY-based journalist and the author of Phasmantis: A Love Story.

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HOW TO WEAR

THE ICONIC RED MANICURE
WAS BORN MORE THAN
85 YEARS AGO, YET IT REMAINS
AS RELEVANT AS EVER.
HELP CLIENTS WEAR THIS
CAPTIVATINGLY CLASSIC SHADE
WITH CONFIDENCE USING
THIS EASY GUIDE.

By Leslie Henry

Nail trends come and go, but one staple remains: the red manicure. Hitting the mainstream during the Great Depression, Revlon Cherries in the Snow was the first opaque red nail polish. Peddled door to door, it was an instant success with women whose polish choices were previously limited to neutral, sheer shades. It wasn't long before glamorous marketing campaigns and Technicolor movies starring red-tipped leading ladies solidified the glossy red mani as an endearing beauty standard.

Today, red tips can be many things. With countless hues and endless finishes, there's a red polish (or gel, dip or acrylic!) for everyone. Unsure how to help your clients navigate the choices? Keep reading to learn everything you need to know—from differentiating red tones to surefire red nail art ideas—to help your clients rock a red manicure with confidence.

It's Never *Just* Red

Fire engine, crimson, candy apple, brick-red is rarely just red. There are so many reds, in fact, that the number of red polish choices can be overwhelming, especially for clients. To simplify the selection, divide red polishes into two categories: warm and cool. Warm reds are yellow-based and are often described as tomato reds, while cool-toned reds are blue-based (or berry reds). This is an important distinction to make, as you want to find the hue that's most flattering to the client's undertone.

To determine skin's undertone, Jan Arnold, cofounder and creative director for CND, recommends looking at the inside of the wrist against gold or silver fabric or jewelry. "If the skin looks best against the cooler silver, choose a blue-based red to best complement the skin tone. If the skin looks better against the warmer tone of gold, choose a yellow-based shade," she says. What if the skin looks equally good against both gold and silver? The skin is a neutral tone, "and you can choose any red you love!" says Arnold. Once you've selected a complementary red, lighter or darker versions of that shade will make great options for every season, she says.

After tone and intensity, the final red differentiator is finish. From glitters and shimmers to metallics and jellies, there are myriad options to choose from. Fortunately, the days when cream finishes were *de rigueur* for the office and glitter was reserved for special occasions or weekends are long gone, so encourage clients to go for their favorite red in any finish, anytime!

Flawless Application & Removal

Red nail polish is one of the most challenging to apply. "There's a reason why judges have competitors use it to polish—it shows all of the

imperfections!" says Ugly Duckling director of education and master educator Christina Cronk, aka Chrystacle.

Cronk's best tip for applying red polish to the natural nail is to use a good base coat. "The polish slightly sticks to the base and doesn't run away as easily," she says. Also, be sure to remove the polish completely from one side of your brush. This will help prevent extra polish from flooding the sidewalls. Start in the middle of the nail and use the brush to gently nudge the polish to the cuticle, then pull it down to the natural free edge. This same technique applies to enhancements, however, you may need more polish on the brush if polishing longer extensions. If your client is a wiggler, it may help to "anchor" her hands against your nail station to discourage sudden moves. Celebrity manicurist Michelle Saunders double top coats her red manis for a smoother, glossier finish.

Like any highly pigmented polish, red lacquers can stain. When removing red, avoid "scrubbing" motions with your remover-soaked cotton pad. This will unnecessarily deposit red polish on the skin surrounding the nail, which can be difficult to remove (especially if the client has dry skin). Instead, lay the cotton pad flat against the nail and give the solvent a moment to work. Then use gentle pressure to glide the pad down the nail and straight off the free edge. A small cleanup brush and pure acetone can take care of any remaining wayward red.



Supreme Reds

What does a best-selling red look like? Check out these perennial winners.

CND Wildfire First available in 2000, CND Wildfire is a full-coverage, bright, neutral cream that has an extra drop of orange in it to pump up the vibrancy. "This particular red is clean yet dynamic and extravagant and looks great on every skin tone," says Jan Arnold, cofounder and style director of CND.



Essie Forever Yummy Aptly named, Forever Yummy debuted as Forever Young in Essie's fall 2008 Color Is My Obsession collection. It's a creamy, deep red with a high-gloss finish.



OPI Big Apple Red This red became an instant fan favorite when it launched as part of the 2000 New York City collection. "It's bright and shiny and gives you the confidence to take on the world!" says Sigourney Nuñez, OPI North America education manager.



Zoya Dakota Introduced in fall 2008, this dramatic dark cherry cream has a very subtle hint of brown. "It's a beautiful, classic deep red that works for all skin types and is a very sophisticated shade," says Rebecca Isa, Zoya creative director. "It's perfect when you want a more dramatic red look."



1. Light Elegance Hot Tamale
lightelegance.com

2. Akzéntz Luxio Tantalizing
akzentz.com

3. LeChat Dare to Wear
Cherry Cosmo
lechatnails.com

4. Mia Secret Rojo Ave
miascretnails.com

5. Cuccio Colour Chakra
cuccio.com

6. Kiara Sky I Dream of Paredise
kiarasky.com

7. Ugly Duckling 164
uglyducklingnails.com

8. OPI Red Heads Ahead
opi.com

9. Orly GelFX Muy Caliente
orlybeauty.com



The Finishing Touch

A nail polish's finish affects its texture and how it reflects light. And to be sure, you'll find a red in every one.



Cream

Milky, opaque color with a smooth, shiny finish.



Glitter

Sparkly, highly reflective finish created by suspending glitters in a clear or pigmented base. Different sizes, finishes and density of glitters will create unique effects, from an airy topper to a thicker texture.



Shimmer

Metallic pigment or finely milled glitter particles scattered throughout a pigmented base, resulting in a fine color shift or subtle sparkle.



Metallic

A high-intensity gleam, which can range from a subtle luster to a mirrorlike chrome finish.



Jelly

Shiny, buildable, translucent color that looks "squishy."



Textured

Any nonsmooth finish detectable by touch. Usually created with glitter or other particles densely packed into a base polish.

Amp It Up

A red manicure is far from subtle, but that doesn't mean you can't be creative. Keep the focus on red but amplify the results with these three ideas for monochrome red nail art.

Reverse French This bold take on a classic not only replaces the traditional white tip with red, it flips the look completely. Sigourney Nuñez, North American education manager for OPI, likes to paint the nail in a light or nude shade, and then precisely outlines the cuff of the cuticle area with red polish. "Be sure the line under the cuticle is crisp so the fingertips don't look bruised," she says.



Bobbie Sioux @bobbiesioux



Winnie Huang @winnieisawesome

Red Skittles "Skittle nails" are created by painting each nail a different color, and sticking with one color family makes the look more chic and less rainbow bright. Michelle Saunders prefers to go with reds. "I love a different shade on each nail," she says. "It's super trendy right now."

Tone-on-Tone Crystals For a red look that turns heads, Jan Arnold suggests red nails completely encrusted with red crystals. Her favorite combo? CND Wildfire with Swarovski flat-back crystals in Ruby Red. "You'll always steal the show with this magnificent mani!" she says.



Laque Nail Bar @laquenailbar

Leslie Henry is a business development executive, licensed nail technician and the blogger behind workplaypolish.com

1. LCN Color Gel Red Lips

lcnusa.com

2. Morgan Taylor From Paris With Love

morgantaylorlaquer.com

3. Kiara Sky Gel Polish Bae-Berry

kiarasky.com

4. Artistic Colour Revolution Artistic Life

artisticnaildesign.com

5. Bio Sculpture Evo₂ Christina

biosculpturegel.com

6. Dazzle Dry Seduction

dazzledry.com

7. EzFlow TruGel Smeared Kiss

ezflow.com

8. LeChat Dare to Wear

lover's Embrace

lechatnails.com

9. Akzéntz Options

Glitter Cherry Red

akzentz.com



1. Light Elegance Fast Lane
lightelegance.com

2. Essie Gel Couture Scarlet Starlet
essie.com

3. LCN Recolution Chinatown
lcnusa.com

4. ibd Advanced Wear Bing Cherries
ibdbeauty.com

5. Gelish Black Cherry Berry
gelish.com

6. Bio Seaweed Gel Candy Apple
bioseaweedgel.com

7. China Glaze Ruby Pumps
chinaglaze.com

8. ASP Long Wear Polish
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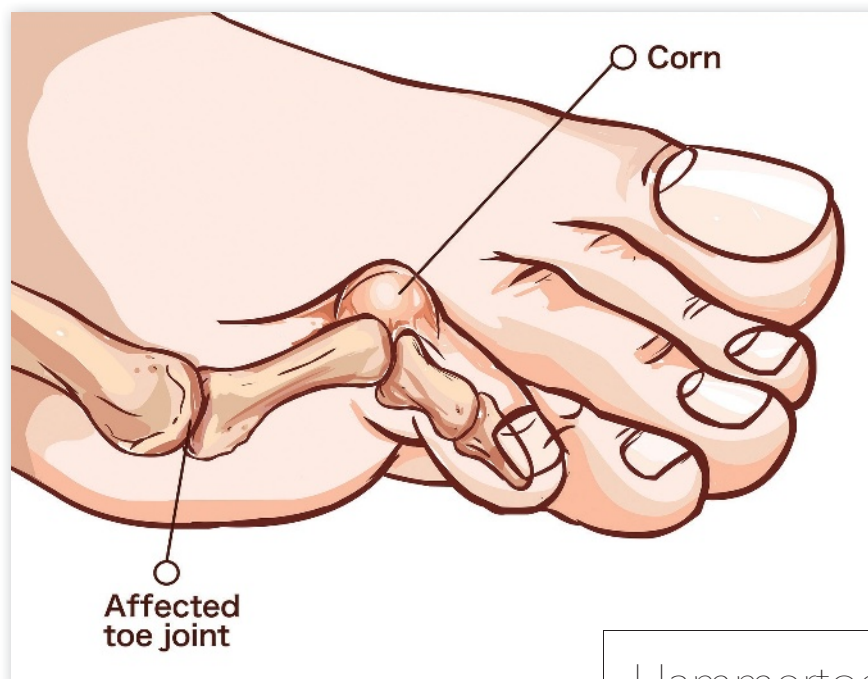
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HAMMER TIME

LEARN HOW YOU CAN PROVIDE CLIENTS WITH IMMEDIATE RELIEF FROM HAMMERTOE USING SAFE AND EFFECTIVE PEDICURE PRACTICES.



Bette Midler once famously said, “I firmly believe that with the right footwear one can rule the world.” Wearing the *wrong* footwear, however, can do more than hinder your productivity—it can negatively impact your overall foot health. In addition to causing a range of other issues, sporting tight, ill-fitting shoes on a regular basis can increase your odds of developing hammertoe, a foot condition that affects thousands of women and men each year. “Hammertoe is a deformity in which one or more of the toes is contracted, causing the middle, end or both knuckles to become bent in a way that a bone sticks up or the end of the toe rubs against the shoe and the ground,” explains New York-based podiatrist Ernest L. Isaacson, DPM, PC. “The proximal interphalangeal joint becomes lifted, resulting in a permanent clawlike position,” adds Janet McCormick, author and cofounder of Nailcare Academy, an online education platform for techs. So what should you do if a client has a hammertoe? Read on to get the rundown on hammertoe, along with tips and tricks for safely handling the condition in the salon.

STANDOUT SYMPTOMS

While wearing ill-fitting footwear does increase the odds of developing hammertoe, Isaacson says uncomfortable shoes aren’t the sole

cause. Hammertoe is typically hereditary; men and women with a family history of the condition are more likely to experience it. Similarly, those with certain foot types are also more prone to developing hammertoe. “People with flat feet, high arches or foot conditions like arthritis, bunions or Morton’s toe (a condition when the second toe is longer than the big toe) are also highly susceptible to hammertoe,” informs McCormick.

Although not all cases of hammertoe are painful, symptoms typically include discomfort while walking, corns or calluses, inflammation, redness, rubbing and irritation on the top of the bent toe or, in more severe cases, open sores. “There are two types of hammertoe: flexible hammertoe, which occurs when the toe can still be moved at the joint, and rigid hammertoe, which happens when the tendons become too rigid. This causes the joint to come out of alignment and prevents the toe from being able to move,” explains McCormick.

TREATMENT AND PREVENTION

Early diagnosis is the key to treating the condition sans surgery. “For mild cases, podiatrists typically recommend wearing accommodative shoes that are wide enough along the sides and deep enough to fit the foot,” advises Dr. Isaacson. “For more severe cases, there are multiple surgical procedures

Hammertoe Facts*

Forefoot deformities, such as hammertoe, affect as many as 20% of Americans.

Women are more likely to develop hammertoe than men.

At one time or another in their lives, 75% of Americans will experience foot problems.

A 2½-inch high heel can increase the load on the forefoot by 75%.

There should always be at least a ½-inch of space between your longest toe and the inside tip of your shoe.

Sources: Foot.com; Mayo Clinic, mayoclinic.org; Nextremity Solutions, nextremitysolutions.com

with minimal downtime and few complications that provide excellent long-term results.” Some of the options available include a tendon transfer, which is a procedure that essentially reroutes the tendon to “pull” the toe into a straight position; joint resection, which requires the doctor to cut ligaments and tendons to straighten the toe; fusion, a procedure where the surgeon removes portions of the joint so the bones can grow together;

“Techs should never use a corn remover to treat hammertoe, as it may actually damage the skin’s melanin.”

and, in rare cases, amputation of the toe.

Clients’ best bet for avoiding the problem altogether is preventative care. “Ideally, clients should avoid wearing ill-fitting shoes at all costs,”

insists Marcela Correa, medical pedicurist at MediPediNYC salon in New York. Another option is to wear toe protectors, padded gel tubes that slide over the toe and prevent friction. For diabetic patients, Dr. Isaacson typically recommends surgical preemptive straightening of the toe to reduce pressure and friction. “Otherwise, the skin may open from the pressure, which may lead to more devastating complications,” he says.

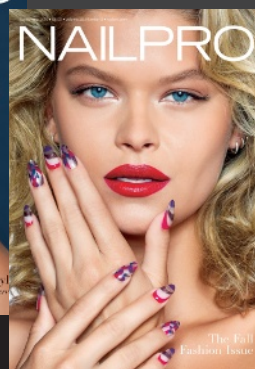
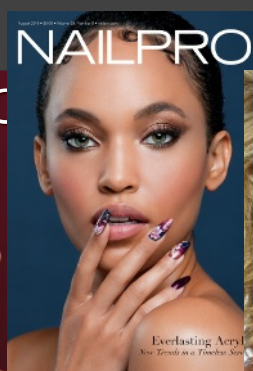
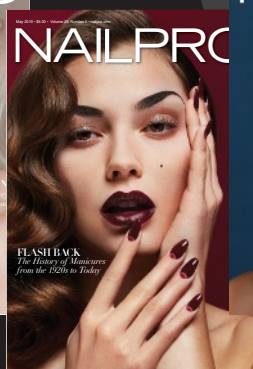
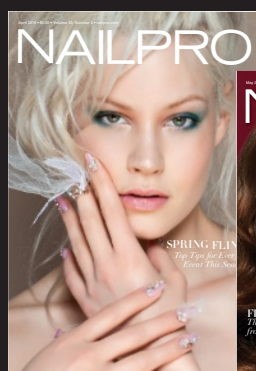
SALON SAFETY

Servicing clients with hammertoe is typically safe, as long as there are no open lesions. First, implement extensive antiseptic practices to protect against unforeseen infections. “Always wear gloves and wipe off surfaces with alcohol prior to and after every service,” advises McCormick. Using a gentle touch throughout the service is also key. “Techs should never use a corn remover to treat hammertoe, as it may actually damage the skin’s melanin,” insists

Correa. McCormick recommends using a softener to help reduce (not remove) any problem areas, which may, in turn, relieve pain or irritation. Taking proper precautions during the massage portion of a pedicure is especially important. “Never attempt to straighten or pull the toe,” insists McCormick. Instead, gently massage around the toe to reduce pressure and relieve pain. “Apply a massage oil or cuticle oil around the toe to reduce friction,” adds Correa. Lastly, if the condition appears to interfere with a client’s daily life, or you notice open lesions, advise her to visit a podiatrist as soon as possible. While hammertoe might cause clients discomfort, the good news about the condition is that the risks associated with it are usually minimal. “With effective treatment and properly fitting footwear,” says Dr. Isaacson, “anyone with hammertoe can live a long and healthy life.” **NP**

Taylor Foley is a freelance writer and editor in Los Angeles.

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The Makeup Show Chicago

October 5-6

Revel Fulton Market, Chicago, IL.

Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

Premiere Columbus

October 6-7

Greater Columbus Convention Center, Columbus, OH. Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs, FL 32708; 800.335.7469; premierecolumbusshow.biz.

Premiere Birmingham

October 20-21

Birmingham-Jefferson Convention Complex, Birmingham, AL.

Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs, FL 32708; 800.335.7469; premierebirminghamshow.biz.

November

PBA Executive Summit

November 20-21

Omni Scottsdale Resort & Spa at Montelucia, Scottsdale, AZ.

Contact PBA Corporate Offices, 7755 E Gray Rd, Scottsdale AZ 85260; 480.281.0424; probeauty.org.

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Young Nails

714.992.1400, youngnails.com

7 Need for Speed: Anaheim, CA.

14 Mastering Gel: Anaheim, CA.

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855.622.6277,

northamericanschoolofpodology.com

13-16 Certified Master Pedicure: Bristol, VA.

27-30 Certified Master Pedicure: Burnaby, BC, Canada.

31-11/1 Art of Touch: Burnaby, BC, Canada.

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3-6 Certified Master Pedicure: Saskatoon, SK, Canada.

7-8 Art of Touch: Columbus, OH.

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1. Which of the following is not a cause of hammertoe?

- A. Heredity
- B. Ill-fitting footwear
- C. Flat feet
- D. Large foot size

2. All cases of hammertoe must be treated with surgery.

- A. True
- B. False

3. Which of the following is not a symptom of hammertoe?

- A. Inflammation
- B. Rash
- C. Corns and calluses
- D. Discomfort while walking

4. _____ is a procedure to treat hammertoe where the surgeon removes portions of the joint so the bones can grow together.

- A. Fusion
- B. Tendon transfer
- C. Joint resurrection
- D. Amputation

5. It's never safe to perform a pedicure on a client with a hammertoe.

- A. True
- B. False

6. _____ are padded gel tubes that slide over the toe to prevent friction.

- A. Toe separators
- B. Corn pads
- C. Shoe inserts
- D. Toe protectors

7. Diabetic clients should consider preemptive straightening of the toe to prevent more devastating complications from occurring.

- A. True
- B. False

8. Techs should _____ attempt to "straighten" a hammertoe.

- A. Always
- B. Sometimes
- C. Never
- D. Routinely

9. Applying oil around any areas of discomfort can help prevent friction.

- A. True
- B. False

10. When should you advise clients to see a podiatrist?

- A. If they have an open lesion
- B. If they are diabetic
- C. If the condition interferes with their daily life
- D. All of the above

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Answers to August test : 1) A 2) D 3) B 4) B 5) D 6) B 7) A 8) A 9) D 10) C

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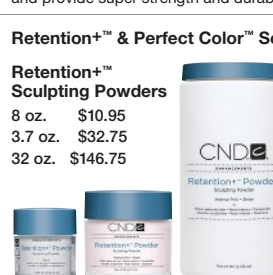
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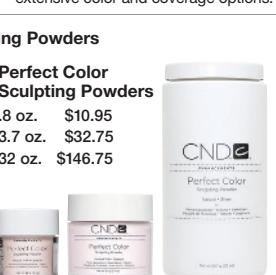
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PLUG IN	AMERICANAILS® PNI12 E-File One Switch Operation \$49.95 \$39.95 Includes 3 Bits, 6 Sanding Bands		AMERICANAILS® PNI25 Twist-Lock Handpiece 3 BITS \$149.95 \$99.95		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PRINCESS		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PRINCE		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 RED		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PHANTOM		KUPA MANI-Pro KP-5000 KP-55 Handpiece 30K RPM ACETONE RESISTANT \$400.00 \$324.98		Erica's MT-20 \$499.95 \$399.95		gelish® 18G PLUS LED LAMP \$299.95 \$199.95		SonicTouch Ultrasonic Remover \$174.95 \$124.95		
	AMERICANAILS® SHORTIES MINI FILES 20-ct. \$3.95		AMERICANAILS® Hygienic Files 20-ct. \$6.95		AMERICANAILS® Mini Mani Pack Mini Block, Mini File, Mini Stick As Low As \$0.20 EA. 20-ct. \$4.95		Professional Files Black or Zebra 20-ct. \$4.95		Natural Nail Garnet Boards 50-ct. \$6.95		3-Way Shiner Block or 3-Way Buffer File \$0.59 EACH		Avry Hygienic Zebra File & Buffer Sets Small - \$0.15 Large - \$0.25		STAR NAIL Mini Buffing Blocks 162-pk. \$5.95 1"x1" Case/1782 \$59.95*		Mini Orange Sani Blocks 10-pk. \$1.50 Case/1000 \$119.95*		Sanitizable Blocks ORANGE MEDIUM/FINE PURPLE MED/COARSE BLUE FINE/SUPER FINE 10-pk. \$2.00 Case/500 \$89.95*		
ABRASIVES	Yellow Manicure Blocks 240/240 10-pk. \$2.50 Case/500 \$99.95*		Pink Pedicure Blocks 100/180 10-pk. \$2.50 Case/500 \$99.95*		Slim Blocks ORANGE 100/180 or WHITE FINE 10-pk. \$1.50 Case/500 \$69.95*		Arctic White Blocks FINE 10-pk. \$2.00 Case/500 \$89.95*		Mini Arctic White Blocks FINE 10-pk. \$1.50 Case/1000 \$119.95*		Micro Arctic White Blocks FINE 30-pk. \$2.00 Case/1500 \$89.95*		SPONGE BOARDS® Block \$0.90 EACH 50-ct. \$44.95		SPONGE BOARDS® Standard \$1.00 EACH 50-ct. \$49.95		SPONGE BOARDS® Jumbo \$1.25/25-ct. \$29.95				
	gelish® 5.oz. \$16.95 \$12.71 Dynamic Duo Buy One Foundation Base Gel, Get One Top It Off Gel For \$2 2 x 5.oz. \$26.95		gelish® 32 oz. \$24.95 Remover BUY 1 GET 1 FREE!		china glaze® 5.oz. \$3.75 \$2.75 SALE!		just GEL POLISH® 5.oz. \$13.99 \$6.99 SAVE 50%		99% Alcohol, Non-Acetone, or Acetone 32 oz. \$4.95 BUY 10 GET 2 FREE!		inm 5.oz. \$3.50 2.5 oz. \$8.95 4 oz. \$11.95 16 oz. \$19.95 Out The Door Top Coat SALE!				DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles \$24.95 Holds 60 Bottles \$34.95 WALL MOUNTED Holds 36 Bottles \$24.95 Holds 96 Bottles \$34.95 EMPTY DISPLAYS Holds All Popular Brands						
NAIL TREATMENTS	AMERICANAILS® PNI12 E-File One Switch Operation \$49.95 \$39.95 Includes 3 Bits, 6 Sanding Bands		AMERICANAILS® PNI25 Twist-Lock Handpiece 3 BITS \$149.95 \$99.95		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PRINCESS		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PRINCE		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 RED		KUPA MANI-Pro Passport with KP-55 Handpiece \$400.00 \$319.98 PHANTOM		KUPA MANI-Pro KP-5000 KP-55 Handpiece 30K RPM ACETONE RESISTANT \$400.00 \$324.98		Erica's MT-20 \$499.95 \$399.95		gelish® 18G PLUS LED LAMP \$299.95 \$199.95		SonicTouch Ultrasonic Remover \$174.95 \$124.95		
	AMERICANAILS® SHORTIES MINI FILES 20-ct. \$3.95		AMERICANAILS® Hygienic Files 20-ct. \$6.95		AMERICANAILS® Mini Mani Pack Mini Block, Mini File, Mini Stick As Low As \$0.20 EA. 20-ct. \$4.95		Professional Files Black or Zebra 20-ct. \$4.95		Natural Nail Garnet Boards 50-ct. \$6.95		3-Way Shiner Block or 3-Way Buffer File \$0.59 EACH		Avry Hygienic Zebra File & Buffer Sets Small - \$0.15 Large - \$0.25		STAR NAIL Mini Buffing Blocks 162-pk. \$5.95 1"x1" Case/1782 \$59.95*		Mini Orange Sani Blocks 10-pk. \$1.50 Case/1000 \$119.95*		Sanitizable Blocks ORANGE MEDIUM/FINE PURPLE MED/COARSE BLUE FINE/SUPER FINE 10-pk. \$2.00 Case/500 \$89.95*		
SECHE VITE™	5.oz. \$4.95 Pro Kit 5.oz. & 4 oz. \$14.95		Seche Crystal Clear Base Coat 5.oz. \$3.75		Dr. G's Clear Nail .6 oz. \$4.95		MR. PUMICE Fungus Treatment with FDA Approved Undecylenic Acid 5.oz. \$7.95 \$3.96 SAVE 50%		INFA-LAB Magic Touch Liquid Styptic 5.oz. \$1.95		DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95				DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles \$24.95 Holds 60 Bottles \$34.95 WALL MOUNTED Holds 36 Bottles \$24.95 Holds 96 Bottles \$34.95 EMPTY DISPLAYS Holds All Popular Brands						
	NAIL BASIX™ PROFESSIONAL TIPS 500-ct. \$7.95 50-ct. \$2.50 SIZES 1-10 Tapered Square Half-Well Clear Half-Well French White		Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.25 EACH Box/250 \$59.95		Split Second Brush-On Nail Glue BUY 1 GET 1 FREE! 10 gm. \$2.95		Rectangular Nail Forms 500-ct. \$3.50		Dust Masks 50-ct. \$2.95 Case/2000 \$99.95*		Double Spring Cuticle Nipper \$2.95		Stainless Cuticle Pushers Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner \$2.95 EACH		Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner \$2.95 EACH		Sterilizer Tray \$5.95				
ACCESSORIES	Latex Gloves \$4.95 100-ct.		Little Dipr's 10-ct. BUY 1 GET 1 FREE! \$9.95		-ibd- 5 Second Nail Glue SALE! 2 gm. \$0.99		Stainless Steel Pump Bottles 4 oz. or 8 oz. \$3.50		French Manicure Brush DOTTING TOOL ON HANDLE BUY 1 GET 1 FREE! \$5.95		Clearly Kolinsky Acrylic Brushes #8 \$14.95 #10 \$16.95 #12 \$22.95 #16 \$44.95 #18 \$49.95 #20 \$54.95 Acetone Resistant Clear Handles		Brush Cleaner 4 oz. \$2.95 Gallon \$29.95*		Chastity™ Chasticide® Disinfectant 16 oz. \$3.95 Gal. \$14.95*		KING RESEARCH® Barbicide® Disinfectant 16 oz. \$5.50 64 oz. \$17.50				
	No Lift Nails No Lift Primer .75 oz. \$11.95		NAIL BASIX™ Primer .25 oz. \$2.95		NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$3.95 4 oz. \$5.95 8 oz. \$7.95 32 oz. \$29.95 Gallon \$89.95		NAIL BASIX™ Acrylic Powders .75 oz. \$3.95 48 oz. 2 oz. \$5.95 28 oz. 4 oz. \$10.95 \$99.95		NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$7.95 4 oz. \$29.95 16 oz. \$89.95		gelish® POLY GEL™ PolyGel 2 oz. All Gel Colors \$59.95 SALE! \$29.95		gelish® COVER PINK™ COVER PINK 2 oz. \$12.95 \$9.95 SAVE 50%		gelish® NATURAL CLEAR™ NATURAL CLEAR 2 oz. \$12.95 \$9.95 SAVE 50%		-ibd- Builder Gels 2 oz. \$49.95 \$29.95		-ibd- Clear Gel BUY 1 GET 1 FREE! 8 oz. \$97.50		-ibd- Intense Seal 5.oz. \$13.95 \$9.95 SAVE \$4
GELS	Stikr Resin 5.oz. \$11.25 1 oz. \$19.25		Stikr Brush-On Resin 8 gm. \$6.15		Kikr 2 oz. \$19.25 8 oz. \$54.00		Pressurized Spray Activator Kikr 6 oz. \$16.75		Glazed Glass 2 yds. \$5.75 12 yds. \$28.45		Extreme Finish Glaze 5.oz. \$11.75 Base Glaze 5.oz. \$11.75		Extreme Powders 1oz. \$12.55 4 oz. \$33.55		Extreme Glaze Dryer 6 oz. \$16.75		Extreme Glaze Sealer 5.oz. \$8.20 4 oz. \$37.00		SeptiFile Handles 6-ct. \$7.75 Grips 50-ct. \$14.50		

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PER PACK

\$36.00
30-CT. DISPLAY



Avry Creams

For Hands, Feet & Body

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1.5 oz. tube

\$7.95
25.3 oz. pump



Avry Waterless Gloves & Socks

Eliminates need for soaking in water, cuticle softener or oil, and massage cream!

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Pedi in a Box 3-in-1

AVAILABLE IN FOUR VARIETIES
Vitamin Recharge, Lemon Quench,
Lavender Recharge or Green Tea

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- Sea Salt Soak
- Moisture Scrub
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- Sugar Scrub
- Mud Masque
- Massage Lotion



**Collagen
Gloves
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Pedi in a Box 4-in-1

• Sea Salt Soak • Moisture Scrub • Mud Masque • Massage Lotion

AS LOW AS
\$2.50



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**O2 Pedi in a Box
Bubbly Spa**

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\$2.96

SAVE 25%



AMN SPA

- Enriched with natural botanicals, essential oils and moisturizing agents
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NEW!

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Callus Therapy

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with creamy formula

ProLinc™

Removes cuticles in SECONDS from fingers and toes.

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Daily therapy for heels prone to drying and cracking.

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\$0.12 a pair
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Original Thong Pedicure Slippers

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360 pair **\$69.95***



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400-ct. **\$49.95**
1600-ct. **\$189.95**



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\$0.75 ea.
24-ct. **\$12.95**



Callus Remover

BUY 3 GET 1 FREE!
Gallon **\$29.95***



Pedicure

Gallon **\$19.95***
5 Gals. **\$69.95***



Pedi Salt Foot Bath

Gallon **\$17.95***
5 Gals. **\$59.95***



Pedicure Socks

SALE!
\$3.95 **\$1.99/pair**



Flowerly Swedish Clover Föt File

\$8.95
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Mr. Pumice Metal Foot File

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Belava

Trio Foot Spa **\$149**



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Chrome Stand with Disposable Manicure Bowls (20-ct.)

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Warming Manicure Bowl

Just Add Hot Water!
\$3.50



Blue Cross Cuticle Remover

32 oz. **\$4.95**



Pedi Salt Foot Bath

Gallon **\$17.95***
5 Gals. **\$59.95***



Pedicure Socks

SALE!
\$3.95 **\$1.99/pair**



Flowerly D-Files Disposable Pedi File Kit

with five each 60 and 100 grit abrasive pads
\$9.95



Heavy Duty 4-Way Red Pedicure File

\$0.59 each
50-pk. **\$24.95**



BIGFOOT Pedicure File

\$0.59 each
50-ct. **\$24.95**



SANI-GARD

Kills 99.99% of bacteria and viruses



Sani-Soft Tablets

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1000-ct. **\$299.95***



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MAKES 128 GALLONS
GALLON **\$39.95***



Disinfectant Spray

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Komfort Wedge

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New & Improved!
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Purple Pumice Bar (Coarse)

Case (200) **\$59.95**

Purple Buffer and Zebra File (Both 100/180) **39¢ EACH**

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Manicure Towels 12 x 12 **\$9.95**

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Mini Purple Pumi Bar

400-ct. **\$49.95**
1600-ct. **\$189.95**

\$0.75 ea.
24-ct. **\$12.95**



Warming Manicure Bowl

Just Add Hot Water!
\$3.50



Blue Cross Cuticle Remover

32 oz. **\$4.95**



Pedi Salt Foot Bath

Gallon **\$17.95***
5 Gals. **\$59.95***



Pedicure Socks

SALE!
\$3.95 **\$1.99/pair**



Flowerly D-Files Disposable Pedi File Kit

with five each 60 and 100 grit abrasive pads
\$9.95



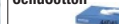
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\$0.59 each
50-pk. **\$24.95**



BIGFOOT Pedicure File

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50-ct. **\$24.95**



SANI-GARD

Kills 99.99% of bacteria and viruses



Sani-Soft Tablets

100-ct. **\$49.95**
1000-ct. **\$299.95***



Clean 'N Flush

MAKES 128 GALLONS
GALLON **\$39.95***



Disinfectant Spray

16 oz. **\$4.95**
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- Built-In Battery Also Powers PowerFile USB E-File
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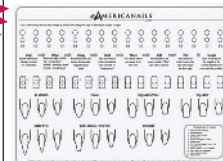
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Xtreme Nail

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Top Coats, Base Coats, Cuticle Oils and MORE!



BUY ONE
16 OZ. REFILL
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PROFESSIONAL NAIL TIPS

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FREE!
Trapper
Clipper
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UNIVERSAL NO-RUN GEL POLISH BASE COAT

- Superior control
- Maximum adhesion
- Long-lasting color



New Thick Formula!

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Three unique finishes that last for weeks with no chipping or peeling.



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Super Glossy Finish



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EXTRA LARGE SURFACE REMOVES THICK CALLUSES



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Replacement Strips 20-ct.

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SIZES 8, 10 & 12 OVAL - \$6.95 EA.
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LARGE 50-ct. \$2.95
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EPILATING ROLL

2.75" 110 yds. YOUR CHOICE!
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UV Tunnel Lamp

~~\$69.95~~ **\$49.95**

BUILT-IN TIMER
Mirror panels surround hand for rapid, even curing.



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9 Watt UV Bulb

\$4.95

RAPIDCURE™ 36W

Dual Cure Tunnel Lamp

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- Rugged Durability
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Dual Cure Light Strip

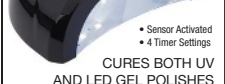
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WHITE LIGHTNING™ 48W

DUAL CURE LAMP

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SAVE \$100



CURES BOTH UV AND LED GEL POLISHES

RAPIDDRY™

Nail Dryer \$69.95



- Sensor Activated
- 4 Timer Settings
- Auto On/Off
- Powerful Twin Fans
- Hot/Cold Function
- Easy Entry for Hands or Feet

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Diamond \$4.95

Ceramic Carbide \$19.95 \$14.95

SALE!

Tungsten Carbide - \$17.95 \$9.95

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PREMIUM SANDING BANDS BROWN

100-ct. \$4.95
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ZEBRA
100-ct. \$6.95
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\$4.981 OZ.
50%
OFF!

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NOUVEAU NAIL STARTER KITS

\$19.95 EACH



- ONE-STEP DUAL CURE GEL SYSTEM
- ADVANCED RETENTION ACRYLIC SYSTEM
- QUICK DIP ACRYLIC SYSTEM
- ADVANCED FORMULA WRAP SYSTEM

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Extra Strength Primer

Pure Acid or Acid-Free Formula
.25 oz. \$4.95
20% OFF \$3.96

Defense Anti-Spray™

REFRESHING
MINT OR SOOTHING
VANILLAPrep spray with natural tea tree oil.
8 oz. ~~\$6.95~~
\$4.95

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Air Seal™

Gel Effect Top Coat
Gel-like durability without a lamp!
.5 oz. \$4.95

Glass Seal™

Air dry sealer leaves a glass-like finish over enhancements.
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Super Seal™

UV/LED Gel Sealer
High gloss, durable gel sealer.
.5 oz. ~~\$9.95~~
\$6.95

Pro Pack (4 oz. + .5 oz.)

\$49.95 \$39.95



ENHANCE

One-Step Dual Cure Gels

Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light.
.5 oz. \$9.95
1.75 oz. ~~\$34.95~~ \$19.95

SAVE \$15

Advanced Retention Nail Liquid

- prevents yellowing
- primer-optional

8 oz. \$19.95
32 oz. ~~\$49.95~~ \$19.95 SALE!

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Triple sifted acrylic powders combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.

.75 oz. \$5.56
2 oz. \$9.56
4 oz. \$15.96
48 oz. \$199.95
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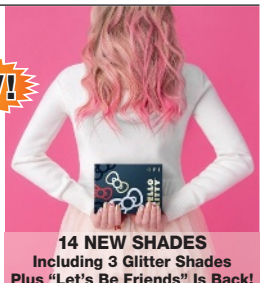
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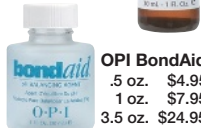


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FRIGHTFULLY FANTASTIC

Celebrity manicurist Chaun Peth (@chaunlegend) really knows how to get into the Halloween spirit. The talented beauty pro, whose clients include Kylie Jenner, Jennifer Hudson and Jessica Simpson, goes all out with his Halloween costume every year, sourcing ideas and inspiration everywhere from Pinterest to YouTube to

thrift stores. Peth even does his own makeup and often incorporates wigs and prosthetics into his looks. "I love to be completely unrecognizable," he says. "It's a lot of fun being able to transform myself and act like a completely different character!"

Given the level of detail he puts into his costumes, which have included the Joker, Beetlejuice and Frankenstein, Peth says it often takes him several hours to get into character. "My ultimate favorite costume was Edward Scissorhands, hands down," he enthuses. "It took the longest to put together hair- and makeup-wise—four hours—and constructing the outfit took about a week with no sleep. I made the harness with belts from a thrift shop and black vinyl tape, and the leather jacket was also from a thrift shop. I made the scissor gloves by adding metallic spray-painted Styrofoam cutouts to Freddy Krueger gloves for a lifelike look."

So far, Peth has yet to incorporate nails into his Halloween costumes. "But maybe this year I will ... maybe!" he says. What creepy character will Peth incarnate this Halloween? We don't know, but we're just dying to find out!



Mad Hatter, 2015



Frankenstein, 2016



Edward Scissorhands, 2014



The Joker, 2018



Beetlejuice, 2017





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